



Data and Privacy File Guides

Apple Media Services: Purchase Server Events

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File name Purchase Server Events.csv

File description This file contains commerce engineering server side information related to the user's buy (purchase) events.

Why Apple keeps this information Apple retains this information to understand user's purchase behavior to enhance user experience and minimize lost revenue.

Field Name	Details
Address Result	The address match result
Analytics Variant	Data associated with multivariate testing
Analytics Variant IDs	Indicators of the multivariate test treatment
App Subscription	Whether the purchase is in app subscription
Apple Card Family Account ID	Apple Card Family account identifying number
Apple ID Number	Apple account identifying number
Apple Music Free Trial	Whether the purchase is Apple Music free trial
Apple Music Subscription	Whether the purchase is Apple Music subscription
Apple Music Upgrade	Whether the purchase is Apple Music upgrade
Application Name	The application name of the Commerce source
Application Reference	The Apple application URL in which the user took action
Area ID	Area of multivariate evaluation the user belongs to
Authorization Amount	The authorized price in the applicable currency, as a decimal number (e.g., 9.99)
Authorization Card Processor	The processor of the card authorization
Authorization Card Processor ID	The identifier for card processor of the store front and card type
Authorization ID	The authorization identifier for the user's purchase
Authorization Key ID	Identifier for the user's authorization attempts

Field Name	Details
Authorization List	A list of authorization details for multiple subscription purchases (e.g., amount, authorization Id, authorization Result, billing Info Id, card Processor, card ProcessorId, etc.)
Authorization Result	The authorization result from processors (between banks and Apple)
Authorization Result Type	The result of the authorization (e.g., successful, failure)
Authorization Time	The total time to finish the authorization in minutes
Authorization Type	Type of authorization (e.g., billing information open purchase, close purchase, etc.)
Billing Information	Billing information of the user (e.g., billingInfo id, card type, store front id, etc.)
Camera Redemption	Whether the purchase information came from camera (gift card redemption using back camera)
Chargeback Reason	The reason code for the chargeback
Client ID	The request identifier for the client
Commerce Flow	Commerce server enumerated value for the step in the flow that a user is on (e.g., add_funds)
Commerce Flow Type	Commerce server enumerated value for the type of flow the user is going through (e.g., content_purchase)
Correlation Key	A means through which Apple can associate a user's purchases with their click actions
Country	The name of country the subscription was purchased
CVV Correction	Whether the CVV needs to be corrected for this authorization
CVV Result	Whether the cvv match
Device Identifier	Identifier for the user's device
Device Hardware Family	The device family name from which the action was taken
Device Hardware Model	The device model from which the action was taken
Event Date	Date on which the action occurred
Event Duration	Time taken for the transaction in milliseconds
Event Time	Time at which the activity occurred

Field Name	Details
Event Type	The type of action taken by the user (e.g., click, search, enter, exit, etc.)
Family Status	The family status of the account (if applicable).
Head of Household ID	The consumer identifier for the head of household
Initial Failed Purchased Start Date	The date and time of the user's first failed purchase event
IP	The IP address of the device from which the user action was taken
IP City	The city from which the action occurred, as determined by the user's IP address
IP Country Code	The country code from which the action occurred, as determined by the user's IP address
IP Latitude	The latitude, approximated to city level or equivalent, from which the event occurred, as determined from the user's IP address
IP Longitude	The longitude from which the event occurred, as determined from the user's IP address
IP Network	The user's internet service provider, as determined from the user's IP address
IP Network Type	The type of network from which the action occurred, as determined by the user's IP address
IP Region Code	The region from which the event occurred, as determined from the user's IP address
Item Purchased Date	The date and time on which the item was purchased
Last Automatic Renewal Disabled Date	The date and time on which the user last disabled automatic renewal
Last Automatic Renewal Enabled Date	The date and time on which the user last enabled automatic renewal
Metrics Event Time	Date and time on which the metric events occurred
Notification Type	Type of notification sent to the user for purchase recover or price increase, (e.g., Email, Push Notification, In-App Sheet, or a Core Follow-Up Kit)
Operating System	Operating system used to complete the action
Operating System Version	Version of the operating system used to complete the action
Original Source	The application from which the action occurred

Field Name	Details
Page Context	The context within which a page is viewed (e.g., WatchNow, Library, Originals)
Page ID	The page on which the user action was completed
Page Type	Describes the type of page on which the user action was completed
Partner ID	The partner identifier for payment partners
Process Step	The list of event steps that occurred during the commerce transaction
Purchase Country Code	The country from which the action occurred
Purchase Error	The error value associated with the purchase
Purchase id	Identifier of the purchase
Purchase Reference Number	Identifier associated with the purchase
Purchase Result	Whether the purchase event is successful or failed (e.g., 0=successful, 1=failed)
Purchase Session Subtotal	The current session subtotal
Purchased Items Application Name	List of the purchased product application names
Purchased Items Content Type	The list of purchased product type contents
Purchased Items Genres	The list of genres associated with the content
Purchased Items Key	A list of identifiers of the purchased product
Purchased Items Name	List of the purchased product names
Purchased Items Price	The list of product prices available for sale, as a decimal number (e.g. 9.99)
Purchased Items Price Paid	The list of the product prices paid by the user, as a decimal number (e.g. 9.99)
Purchased Items Product Type	A list of purchased product types
Purchased Items Transaction Type	A list of the purchased transaction types as defined by SAP system (e.g., standard purchase [0], gift purchase [1], volume purchase [6] etc.)
Recovery Authorization ID	Authorization identifier from the latest failed purchase
Storefront	The country storefront in which the user's action occurred
Subscription Apple Music	Whether this is a Apple Music subscription
Subscription Application ID	Application identifier for the subscription purchase

Field Name	Details
Subscription Application Version	The version of the app from which the user action occurred
Subscription Attempt ID	Identifier for the purchase attempt of a subscription
Subscription Automatic Renewal?	Whether the user has set the subscription to automatically renew or not
Subscription Catalog Name	The name of subscription product
Subscription Deleted	Whether the subscription was removed (e.g., successfully completed, auto renew disabled, reached maximum retry attempts, etc.)
Subscription Duration	The identifier to determines the duration of the subscription (e.g., 1 = "OneYear", 2= "OneMonth", 3= "ThreeMonths", 4 = "SixMonths", 5="NineMonths" and 6="FourYear")
Subscription Failure Count	The failure count for this subscription
Subscription Family ID	Identifier of the family (e.g., group) to which the subscription belongs
Subscription Flag	Identifies the type of Extended Offer
Subscription Grace Period	Whether subscription is in grace period
Subscription iCloud	Whether this is a icloud subscription
Subscription ID	Identifier for the subscription
Subscription Initiated Date	The date and time on which the subscription was started
Subscription iTunes Match	Whether this is an iTunes match subscription
Subscription Period	The subscription purchase period in hours
Subscription Price Paid	Price of subscription to be purchased in the applicable currency, as a decimal number (e.g. 9.99)
Subscription Product Type	The type of purchased subscription offer
Subscription Purchase Details	A list of the subscription purchased details including subscription bundles
Subscription Purchase ID	Identifier for the subscription purchase
Subscription Purchase List	List of events tied to the subscription purchase
Subscription Renewal	Whether the user has enabled auto renew
Subscription Renewal ID	Identifier for renew attempt of subscription
Subscription Retry	The properties for retry attempt

Field Name	Details
Subscription Retry Count	The number of retry attempts for failed subscription
Subscription Retry Type	The type of retry attempt
Subscription Status	The status of the subscription
Subscription Storefront	The country storefront in which the subscription action occurred
Subscription Storefront Automatic Renewal?	Whether the store front subscription is auto renew enabled
Timestamp	Date and time on which the activity occurred
Topic	The area of study to which a context relates
Total Purchase	The line items in this purchase
Total Purchase Commerce	A list of Commerce-related purchased details (e.g., purchaseld, adamld, amount, billing, auth amount, etc.)
Total Purchase Details	The detail of all the purchase line items in the current session
Total Purchase Paid	The total purchase amount paid
Total Purchase Price	The Total price of the purchase in the applicable currency, as a decimal number (e.g., 9.99)
Total Purchase Status	The status of the purchase (e.g., open, closed)
Total Purchase Type	The purchase type to determine price, (e.g., redownload, hd movie, sd movie, etc.)
Transaction Types	A list of transaction types as defined by SAP system (For example, standard purchase [0], gift purchase [1], volume purchase [6], etc.)
User Agent	Information about the user's device, including the operating system and browser, from which an action was completed
Web Order	Identifier for web order
Zip Code Check	Whether the zip code should be verified
Zip Code Result	Whether the zip code is valid